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## **Oil prices keep rising! Insulate your windows with ENERGY STAR qualified 3M window films**

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Two years ago I wrote an article entitled "Black Gold Rising...Will We See \$75 a Barrel for Crude Oil?" (N.E.R.E.J., Sept. 2005). One year ago I wrote an article entitled "Rising Utilities Expenses: Incentive for Conservation" (N.E.R.E.J, Aug.2006) which answered the question posed two years ago with an astounding YES! During the summer of 2006, a barrel of crude oil reached \$75.78. I truly did not expect the day would come. Well, that day came and went and as I write this article, a barrel of crude oil is expected to reach \$100! I'm worried about next year's article. But more than that - I'm worried about my utilities expense.

Windows are the major source of energy loss in your building. On a cold day, if you cannot see those dollar bills flying out the window, you'll feel them when it comes time to pay your utility bill. Believing that businesses benefit financially by continually improving their management of energy resources, American WindowFilm, Inc., an ENERGY STAR partner, carries 3M Co. window film products that have met ENERGY STAR's comprehensive and stringent energy efficiency guidelines. Advances in window films to reduce heat gain through windows in warmer months and heat loss in winter months have been significant. 3M Co. has produced a series of window films designed to conserve energy. Low-E (emissivity) window films are inexpensive compared to window replacement. Some feature unique Wavelength-Selective metals which block more of the solar spectrum than conventional metals enabling better performance and light transmission. In cooler climates, 3M Window Films work to save energy by reflecting indoor heat back into the room. This can reduce heat loss by up to 23% to 30% and can reduce air conditioning costs by blocking 55% to 73% of the sun's heat. 3M Window Films are also protected with an effective abrasion resistant coating for long-term durability and maintained appearance. Applied to the inside of windows, a quick, clean installation of window film creates little disruption to the flow of business.

Commercial customers easily justify their investment in 3M Window Film by the utilities cost savings they provide. Through the use of monitoring equipment and 3M's sophisticated energy analysis software, we can provide a comprehensive energy analysis that includes Return-On-Investment projections for large commercial customers. Many installations pay for themselves within three years conservatively. As energy prices rise, payback will come even sooner.

3M Co. is the only window film manufacturer that produces their own raw materials such as polyesters, metals, scratch-resistant coatings and adhesives. Window film is only as good as its adhesive. A bad adhesive will produce bubbling and blistering -- distortions created by thermal cycling that can result in seal failure. Unlike others, 3M's ultraviolet inhibitors are included directly in their adhesive. This ensures lifelong clarity and reduces UV degradation, thus providing long-lasting protection from fading of fabrics and furnishings.

Responding to demand, 3M Co. introduced ultraviolet light control films, low reflectivity, high optical

clarity and shatter-resistant films over ensuing decades. Their current product line not only saves energy expense, they also reduce fading of fabrics and furnishings, increase occupant comfort, reduce glare, and improve a building's safety and security as well as its overall aesthetics. Increasingly popular for architectural and interior design applications, our decorative films are in demand. Applied to various types of glass, window films produce customized glazing systems capable of increasing or decreasing solar gains according to climate, aesthetics, security enhancements, and U.V. protection desired.

An ISO9002 certified facility, 3M continues to place emphasis on research and development. With their Prestige Series window films, 3M responds to demand for a high clarity, low reflectivity, non-metallic window film. These films reject up to 97% of Infrared without using metals -- a critical advantage over 3M Co.'s window film competitors. Metals can corrode over time in moist conditions and can interfere with cell phone signals and Wi/Fi transmissions. 3M Prestige Window Films unconditionally guaranty against corrosion. They reflect and absorb 99.9% of the UV light that fades fine furnishings, and they do this by aligning more than 200 layers of polymers in a total thickness that is less than 1/2 the thickness of one 3M Post-It Note.

Given the times, you can anticipate certain things. A barrel of crude oil may go to \$100; energy conservation must go on the short list; a quality window film application will go a long way to conserve energy and reduce your utilities expense...and more than likely, this time next year you'll be reading another article expressing my amazement at the rising cost per barrel of crude oil. Be prepared by insulating your windows with 3M Window Film.

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